



New Reopen Connecticut Tourism Campaign: *So Good to See You!*

To re-invigorate revenues for tourism businesses reopening across Connecticut, DECD's Office of Tourism is launching a new Reopen Connecticut Tourism Campaign — supported by more than \$1 million of paid media.

ECONOMIC IMPERATIVE: Tourism businesses are major contributors to the state's economy. They generate:

- \$15.5B in business sales
- \$2.2B in tax revenues, including \$960M in state/local taxes
- 84,254 direct jobs (123,500 total supported jobs)

For the economic health of Connecticut — as well as the emotional health of our residents, we need to support the reopening of our many tourism-related businesses.

STRATEGY/OBJECTIVES: After weeks of staying home to stay safe, people are looking forward to getting out again. But research shows that some are still concerned about their safety — and many are not willing to travel far.

To show that Connecticut's tourism businesses are perfectly positioned to address both these safety concerns and pent-up demand, our campaign will:

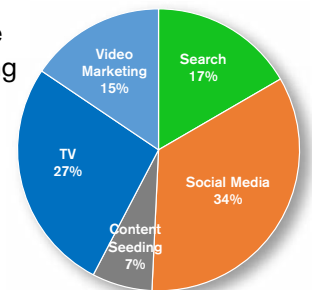
- 1) reassure visitors that Connecticut businesses are so ready to welcome them back safely;
- 2) raise awareness of all Connecticut has to offer so close to home for both day trips and overnight stays; and
- 3) drive revenues to businesses as they reopen.

TARGET AUDIENCES: Our campaign will strategically target Connecticut residents and travelers from New York, Rhode Island, and Massachusetts.



MESSAGING: Our unifying theme for this campaign is *So Good to See You*. This messaging works on two levels. It communicates that our tourism businesses are well prepared and eager to welcome visitors. And it invites consumers — whether or not they've visited us before — to see Connecticut through fresh eyes.

TIMING/TACTICS: Starting the week of June 22nd and extending through Labor Day, we will be running a \$1.2M integrated, multimedia campaign targeted to deliver 94M impressions.



Tactics include:

- proactive **PR** outreach
- robust **paid social media campaigns** (Facebook, Instagram, Snapchat, Pinterest)
- **new content on CTvisit.com**, the state's official tourism website (~7M visitors in 2019)
- paid **search marketing** and **content seeding**
- a **new video series** showcasing how tourism businesses have adapted their operations to enhance visitors' safety as well as their experience
- a **new TV campaign** that will run in-state as well as on streaming TV in proximity states showcasing what's so *good to see* in Connecticut.

For more information, contact Randy Fiveash, Director, Connecticut Office of Tourism at randall.fiveash.ct.gov.